

4 Types of Keyword Intent

Informational Intent

Example: Benefits of drinking green tea

Commercial Intent

Example: Best laptop under 100,000

Transactional Intent

Example: Download free resume
template PDF

Navigational Intent

Example: Lahore News

Informational and Commercial Intent

Example: How to choose a gaming laptop

Informational and Transactional Intent

Example: Where to buy organic skincare products

Informational and Navigational Intent

Example: How to start business on Shopify

Commercial and Informational Intent

Example: Lastet smartwatch features and prices

Commercial and Transactional Intent

Example: Affordable gym memberships in Lahore

Commercial and Navigational Intent

Example: Best iPhone cases on Amazon

Transactional and Informational Intent

Example: How to book cheap flights online

Transactional and Commercial Intent

Example: Cheap flights to Korea from Lahore

Transactional and Navigational Intent

Example: Book flight tickets to Korea on Skyscanner

Navigational and Informational Intent

Example: How to design a logo on Canva

Navigational and Commercial Intent

Example: Affordable webdesign services in Lahore

Navigational and Transactional Intent

Example: Subscribe to Netflix for movies